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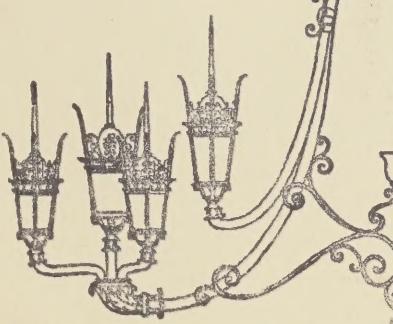


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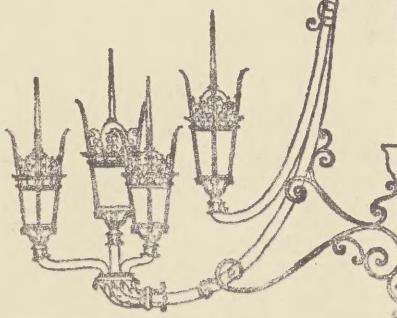
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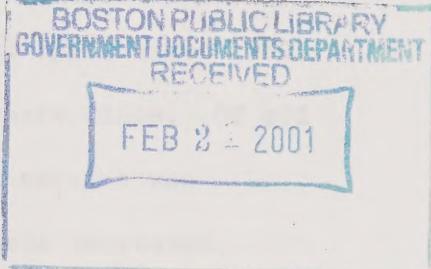
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Retail Trade in Boston:
Trends in Sales and Employment, 1967-1985
and the Outlook for 1985-2000

Jeffrey P. Brown
with the assistance of
Stephen M. Kunze



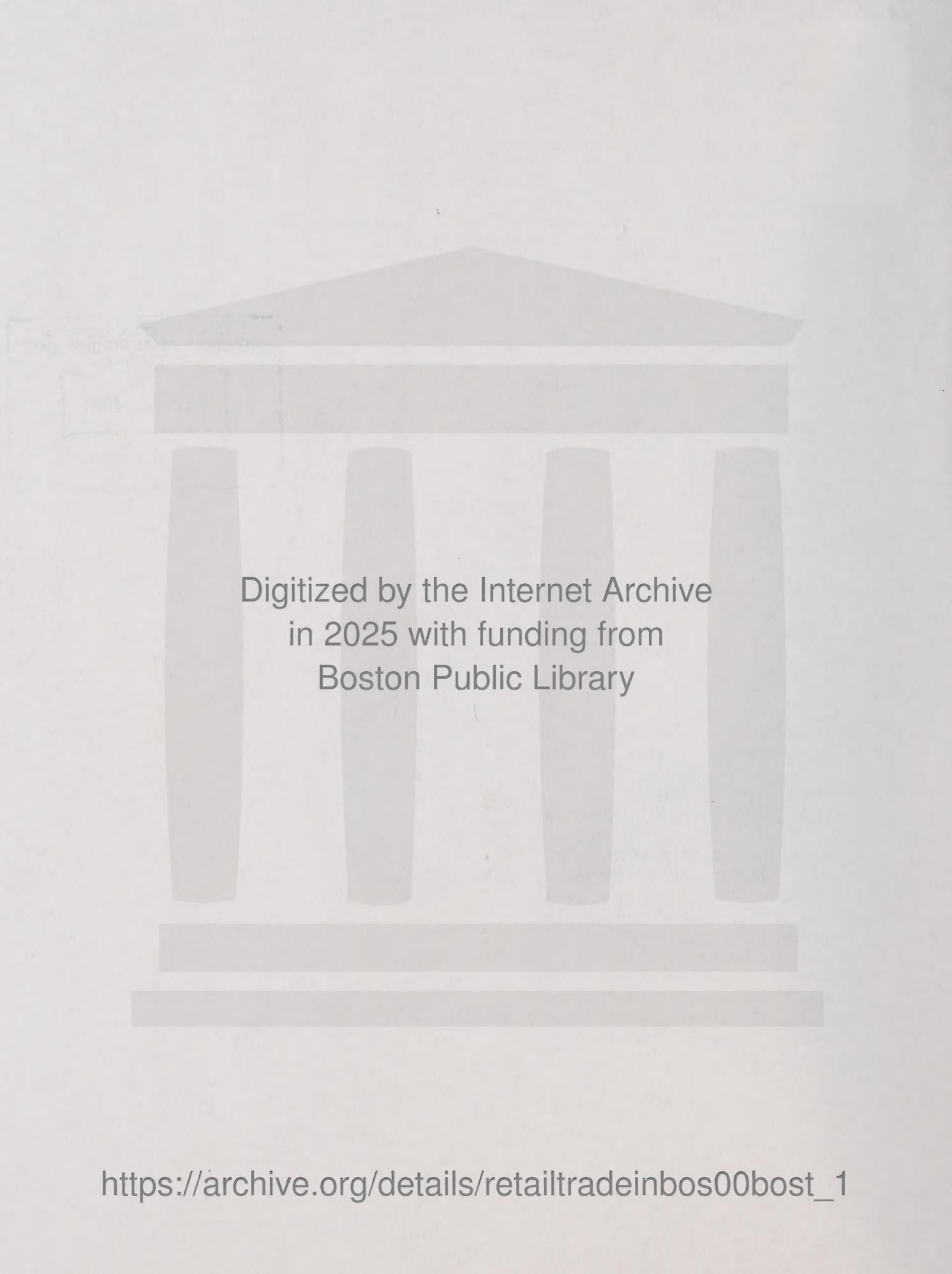
January 14, 1987

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SUMMARY

A resurgence of sales activity after 1982 reversed decades of decline in retail trade in the City of Boston. Led by eating and drinking places and specialty goods stores, Boston's retail employment increased 10 percent from 1982 to 1985 compared to 6 percent growth for all employment in the city.

Several factors contributed to the increase in retail trade. First, Boston has experienced an unprecedented expansion of retail space since 1982, including two new retail complexes, Copley Place and LaFayette Place. Of all the new retail space constructed between 1975 and 1985, 61 percent was completed after 1982. Second, the number of daytime shoppers increased, primarily due to expansion of Boston's employment base by 36,000 jobs during that period. Third, according to recent estimates, the resident population of Boston increased between 1980 and 1985. Fourth, employment, income and retail expenditures increased throughout Boston's regional retail market area and Boston shared in that growth.

The future of retail trade in Boston is promising due to projected increases in daytime and resident populations, income and construction of new retail space through the end of the 1980's and into the next decade. The renovation of Faneuil Hall marketplace in 1976 and its commercial success set the stage for revival of retail trade in Boston's downtown area that will continue. In addition, recent public and private investment in neighborhood retail districts and increased resident buying power have heightened the potential for retail activity outside of the downtown area.

At the beginning of this decade, Boston's retail trade sector had not looked promising. While the Boston metropolitan area enjoyed modest growth in retail trade before 1982, as population shifted toward the suburbs and regional shopping malls proliferated, Boston experienced losses of establishments, sales and jobs in the retail trade sector from 1967-1982. Sales in automotive, apparel, furniture, general merchandise and food stores fell steadily in inflation-adjusted dollars. Only eating and drinking places and miscellaneous retail, featuring drugs, liquor, jewelry, books and other specialty and convenience goods, expanded over the period. Consequently, those two categories gained much larger shares of total retail sales in the city. In spite of this shift, general merchandise was still the dominant retail business type in 1982.

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I. RETAIL TRADE IN BOSTON, 1982-1985: REVERSAL OF TREND

Although retail sales data are not available for the years after 1982, estimates indicate that retail sales in Boston experienced a healthy increase, reversing a 15-year trend of decline.

Employment change in an industrial sector is an indicator of production or sales of the businesses in that sector. The ES-202 data series from the Massachusetts Divisions of Employment Security provides the most up-to-date information on establishments and employment in the retail trade sector. According to that series, Boston's retail employment increased 9 percent from 1982 to 1985, as shown on Table 1. Each major retail business type, with the exception of apparel, gained employees. Eating and drinking places and miscellaneous retail accounted for over 78 percent of the additional jobs. Estimates based on data from the U.S Department of Commerce, Bureau of Economic Analysis, which include self-employed retail workers, indicate that retail trade grew by 5,900 workers, or 10 percent, over the same three years. See Table 2.

The employment gain was likely coupled with a comparable increase in retail sales. If average inflation-adjusted retail sales per employee were constant after 1982, retail sales would have increased by the same percentage as retail employment. Yet, from 1972 to 1982, average retail sales per employee fell from \$60,000 to \$56,000, or 7 percent, as shown on Table 3. Ratios by business type did not change much, except for the small building materials category. Rather, the decline was related to the shift in retail activity toward eating and drinking places which is the retail category with

TABLE 1. NUMBER OF EMPLOYEES IN RETAIL TRADE
BY TYPE OF BUSINESS, CITY OF BOSTON, 1982-1985

Type of Business	1982	1985	Change 1982-85	
			Number	Percent
Building Materials	830	1,176	346	42
General Merchandise	7,546	7,808	262	3
Food Stores	7,423	7,650	227	3
Automotive	2,259	2,363	104	5
Apparel	5,113	4,781	(332)	(6)
Furniture	1,374	1,671	297	22
Eating & Drinking	22,271	25,313	3,042	14
Miscellaneous *	8,383	9,635	1,252	15
Total Retail Trade	55,199	60,397	5,198	9

* Miscellaneous retail establishments include drug stores, liquor stores, and shops that feature sporting goods, books, stationery, jewelry, cameras, gifts, flowers and other specialty items.

Source: Massachusetts Division of Employment Security,
ES-202 Employment Series.

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TABLE 2. EMPLOYMENT BY INDUSTRY, CITY OF BOSTON, 1976-1985

INDUSTRY	THOUSANDS OF EMPLOYEES			CHANGE 1982-1985 NUMBER PERCENT
	1976	1982	1984	
Agri/Mining	1.0	1.1	1.2	1.3 0.2 18.2
Construction	14.7	11.9	12.0	12.8 1.3 1.8 15.1
Manufacturing	53.8	50.0	47.4	47.3 42.5 -7.5 -15.0
Transportation/Public Util.	34.8	36.7	36.9	39.1 36.6 -0.1 -0.3
Wholesale Trade	31.2	26.3	27.2	28.9 25.8 -0.5 -1.9
Retail Trade	57.9	57.8	59.6	63.1 63.7 5.9 10.2
Finance/Insurance/Real Estate	64.7	78.5	79.5	81.7 85.1 6.6 8.4
Services	168.3	206.3	213.2	220.1 225.8 19.5
Government	84.8	89.4	92.1	94.2 99.2 9.8 11.0
Total Employment	511.2	558.0	569.1	588.5 593.7 35.7 6.4

Sources: Massachusetts Division of Employment Security;
 U.S. Department of Commerce, Bureau of Economic Analysis;
 County Business Patterns, Massachusetts.

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TABLE 3. RETAIL SALES PER EMPLOYEE, CITY OF BOSTON,
IN CONSTANT 1985 DOLLARS, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	45,603	54,000	63,328	106,572
General Merchandise	54,801	51,326	47,803	44,830
Food Stores	57,091	49,607	82,230	84,665
Automotive	165,973	157,600	121,409	166,381
Apparel	56,892	55,244	54,600	50,323
Furniture	68,129	62,783	62,935	90,039
Eating & Drinking	32,365	38,417	31,231	27,074
Miscellaneous Retail	84,684	92,891	89,146	89,088
Total	59,775	60,015	58,272	56,250

Source: Bureau of the Census, Census of Retail Trade.

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TABLE 4. RETAIL SALES, CITY OF BOSTON
ACTUAL, 1982 AND ESTIMATED, 1985

Lower case	1982	1985
Number of Retail Employees	57,800	63,700
Average Sales Per Employee \1	\$56,250	\$56,250
Retail Sales (millions)	\$3,251	\$3,583
Higher case		
Number of Retail Employees	57,800	63,700
Average Sales Per Employee \2	\$56,250	\$60,015
Retail Sales (millions)	\$3,251	\$3,823

\1 Assumes actual sales per square foot remain constant from 1982 to 1985.

\2 Assumes sales per square foot increase from 1982 to 1985 to reach actual level of 1972.

Source: Bureau of the Census, Census of Retail Trade, 1982; J.Brown, "Boston Employment Trends and Projections by Industry," BRA Research Department, Dec. 1986.

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the lowest sales per employee. Further, the national recession in 1982 would have depressed sales per employee in all retail sectors. Considering that 1985 was just past the peak of an extended national business cycle, retail sales per employee likely increased slightly in most retail business types in Boston. For the retail trade sector as a whole, a continued shift in retail activity toward eating and drinking places may have offset productivity gains to some extent, so that, between 1982 and 1985, average sales per employee may have increased slightly, perhaps to the level of 1972, or stayed about the same.

Consequently, a range for the estimate of 1985 retail sales was based on actual sales per employee in the years 1972 and 1982. As shown on Table 4, 1985 retail sales in Boston were approximately \$3.6 to \$3.8 billion, an increase of between 10 and 17 percent from 1982 to 1985, in constant 1985 dollars.

Note that sales data are somewhat misleading for eating and drinking places. Tips, excluded from sales information, resemble sales receipts except that the money flows directly from the customer to the employee. If tips were combined with sales as "receipts" in eating and drinking places, average receipts per employee in that category would be higher, though still below the averages in other retail business types.

Several factors contributed to the increase in retail activity in Boston. First, an unprecedented increase in the amount of retail space in Boston occurred between 1982 and 1985. Two new retail complexes, Copley Place and LaFayette Place, opened after 1982 in the Back Bay and the central business district, respectively. Overall, developers invested \$163 million in retail construction projects in the city from 1983, through 1985, in constant 1985 dollars. That amount exceeded the \$161 million spent on retail construction during the seven years before 1983. See Table 5. Of the new retail space constructed from 1975 through 1985, 61 percent was completed in the last three years of the period.

Second, the number of daytime shoppers increased, primarily due to expansion of Boston's employment base by 36,000 jobs from 1982 to 1985. See Table 2. A majority of those additional workers were employed within walking distance of at least one of the city's major shopping districts. Tourists also added to the body of daytime shoppers. According to data compiled by the Boston Convention and Tourist Bureau, the number of annual visitors to Boston rose steadily from 2.9 million in 1970 to 5.2 million in 1976. After levelling off, another surge of tourists pushed the annual totals from 5.1 million in 1982 to 5.9 million in 1985. That translates to an average of 16,000 visitors per day, many of whom purchase goods in Boston. Further, evening attractions, including professional sporting events, theaters and retail centers themselves, such as Faneuil Hall Marketplace and Copley Place, engender much retail activity.

TABLE 5. COST AND MAGNITUDE OF CONSTRUCTION IN RETAIL TRADE,
CITY OF BOSTON, 1975-1989

All Retail Construction *	Square Feet of Retail Space	Total Construction Cost in Thousands of Constant 1985 Dollars
1980 through 1982	414,143	31,000
1975 through 1982	1,427,643	160,564
1983 through 1985	1,538,645	162,860
1975 through 1985	2,966,288	323,424
1986 through 1989 **	1,512,419	144,755

New Retail Construction *	Square Feet of Retail Space	Total Construction Cost in Thousands of Constant 1985 Dollars
1980 through 1982	72,500	8,028
1975 through 1982	542,500	75,014
1983 through 1985	845,750	129,000
1975 through 1985	1,388,250	204,014
1986 through 1989 **	985,196	114,837

* Development projects are listed by year of actual or anticipated completion. Space is "net leasable" space.

** Underway or scheduled.

Source: Boston Redevelopment Authority, Research Department, 1986.
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Third, recent estimates indicate that the resident population of Boston increased from 1980 to 1985. The Bureau of the Census estimated the city's population at 570,000 in 1984, or 6,000 above the 1980 count. Also, the housing stock in Boston grew by an estimated 8,000 units, or 3 percent, from 1980 to 1985. See Rolf Goetze, "Boston's Changing Housing Patterns, 1970-80-85," BRA, December 1986. Although a reliable estimate for the number of residents in 1985 is not yet available, Boston has clearly been gaining residents for the first time in thirty years.

Fourth, employment and spendable income grew throughout Boston's regional market area. Total personal income in the Boston metropolitan region climbed 13 percent from 1982 to 1984, adjusted for inflation. Per capita income in Suffolk County registered a 12 percent increment in constant 1984 dollars. See Table 6. The greater attractiveness of Boston's new retail complexes and revitalized shopping districts plus the increase in consumer buying power were instrumental in the city's gains in retail trade.

A continued increase in retail activity in Boston is expected in light of the growth in Boston's population, employment and retail development. Projected increases in each of those factors brighten the outlook for retail trade throughout the 1980's.

TABLE 6. PERSONAL AND PER CAPITA INCOME
IN THE BOSTON REGION AND SUFFOLK COUNTY, 1982-1984

	1982	1984	Change Number	1982-84 Percent
BOSTON (NECMA) *	-----	-----	-----	-----
Total Personal Income (millions)				
In Current Dollars	48,285	58,876	10,591	21.9
In Constant 1984 Dollars	52,147	58,876	6,729	12.9
SUFFOLK COUNTY				
Per Capita Personal Income				
In Current Dollars	10,771	13,062	2,291	21.3
In Constant 1984 Dollars	11,633	13,062	1,429	12.3

* NECMA is the New England County Metropolitan Area,
including Boston, Lawrence, Salem, Lowell and Brockton, MA.

Source: Bureau of Economic Analysis, Regional Economic
Information System, 1986.
U.S. Gross National Product Implicit Price Deflator.

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II. RETAIL TRADE IN BOSTON, 1985-2000: HEALTHY OUTLOOK

The future of retail trade for the City of Boston is promising due to projected increases in daytime and resident populations, and construction of retail space through the end of the 1980's and into the next decade. The BRA Research Department's projections of population (1985) anticipate an increase of 20,000 from 1985 to 1990, a rise of 4 percent. The Department's projections of employment by industry are shown in Table 7. In 1990, total employment in Boston is projected to be 652,000, a 10 percent increase from the 594,000 employment level for 1985. Retail employment is also projected to increase during that period from 63,700 to 67,500, a gain of 6 percent. From 1990 to 2000, retail employment is likely to grow by 5,200, or 8 percent while total employment in Boston is likely to expand by 93,700 or 14 percent.

Similarly, retail sales for Boston are expected to grow in the next fifteen years. The rate of growth in sales could exceed the rate of employment growth if average inflation-adjusted sales per employee were to increase from the 1982 level. As noted in the previous section, average sales per employee decreased from 1972 to 1982. However, 1982 was a low point in a national business cycle and improvements were likely thereafter. If, in the 1980's, employee productivity were to increase enough to push the average sales per employee back to the 1972 level, total retail sales in Boston would reach \$4.0 billion in 1990 in constant 1985 dollars. That would be a 6 percent gain over the 1985 sales. Given constant sales per employee after 1982, retail sales would grow to \$4.4 billion in 2000 in constant dollars, or 8 percent above the 1990 level. See Table 8.

However, average sales per employee are not likely to increase much, if at all, due to the shift toward eating and drinking places and miscellaneous

TABLE 7. EMPLOYMENT BY INDUSTRY, CITY OF BOSTON,
PROJECTIONS, 1985-2000

INDUSTRY	THOUSANDS OF EMPLOYEES			CHANGE NUMBER	1985-2000 PERCENT
	1985	1990	1995	2000	
Agri/Mining	1.3	1.3	1.3	1.3	0.0
Construction	13.7	14.5	15.1	15.4	1.7
Manufacturing	42.5	41.7	41.0	40.3	-2.2
Transportation/Public Util.	36.6	37.3	39.0	40.5	3.9
Wholesale Trade	25.8	26.0	26.1	26.2	0.4
Retail Trade	63.7	67.5	70.4	72.7	9.0
Finance/Insurance/Real Estate Services	85.1	95.3	102.0	108.1	23.0
Government	225.8	266.7	301.8	336.1	110.3
Total Employment	593.7	652.4	700.9	746.1	152.4
					25.7

Sources: Massachusetts Division of Employment Security;
U.S. Department of Commerce, Bureau of Economic Analysis;
Bureau of the Census, County Business Patterns, Massachusetts.

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TABLE 8. RETAIL SALES, CITY OF BOSTON
ESTIMATED, 1985 AND PROJECTED, 1990 AND 2000

Lower case	1985	1990	2000
Number of Retail Employees	63,700	67,500	72,700
Average Sales Per Employee \1	\$56,250	\$56,250	\$56,250
Retail Sales (millions)	\$3,583	\$3,797	\$4,089
Higher case			
Number of Retail Employees	63,700	67,500	72,700
Average Sales Per Employee \2	\$56,250	\$60,015	\$60,015
Retail Sales (millions)	\$3,583	\$4,051	\$4,363

\1 Assumes actual sales per square foot remain constant from 1982 to 2000.

\2 Assumes sales per square foot increase from 1982 to 1985 to reach actual level of 1972 and remain constant through 2000.

Source: Bureau of the Census, Census of Retail Trade, 1982;
See Tables 3 and 4.

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retail. Those business types, combined, had average sales per employee in 1982 that were only 80 percent of the average sales per employee for the whole retail trade sector. Increases in productivity in each retail category could have little or no effect on overall retail sales per employee due to faster growth in employment in the lower-productivity business types. If average sales per employee were to remain at the 1982 level thereafter, retail sales in Boston would grow to \$3.8 billion in 1990, a 6 percent increase over the 1985 level. Total sales in 2000 would reach \$4.1 billion, an 8 percent gain in constant dollars from projected sales in 1990.

Construction of new retail space indicates strong demand for retail facilities in Boston. From 1986 through 1989, scheduled construction projects will add 985,200 square feet of new retail floor space in Boston. See Table 5. Development is taking place, primarily, in the downtown area, Back Bay, and Charlestown. Investment in all retail construction projects through 1989 will amount to around \$145 million, in constant 1985 dollars. The completion of Marketplace Center, near Faneuil Hall and City Place, in the State Transportation Building, in 1986 and Phase One of International Place in 1987, with 64,000, 60,000 and 40,000 square feet of retail space respectively, continue the trend of retail expansion in the downtown area. Retail development in the Charlestown Navy Yard, well underway in 1986, will amount to 106,000 square feet of space by 1989 at a construction cost of \$6.7 million in constant 1985 dollars. The Navy Yard is the first substantial retail investment outside of the downtown and Back Bay areas in years.

The outlook for neighborhood retail districts has improved. Recent public improvements have enhanced several districts. The national "Main Street Inc." program channelled \$1.6 million in public and private investment into Roslindale Square in 1985 and 1986. In the last five years, the City of

Boston's Commercial District Program leveraged \$17 million for renovations in fifteen neighborhood commercial districts. Further, gains in population and income have recently improved and will continue to improve the prospects for neighborhood retail businesses.

A few observations on Boston's downtown area may suggest likely retail trends in the next fifteen years. First, although data are not readily available, rents for retail space in the revitalized downtown area have undoubtedly risen in recent years. As rents increase, retail establishments that have relatively high sales per square foot of space or low operating costs are more likely to occupy the more expensive space. In 1984-1986, changes in storefront occupants appeared to favor high-volume businesses and stores that cater to the daytime population. For example, "gourmet" food establishments, selling high-priced cookies, pastries and lunch items multiplied while some low-volume jewelry and clothing stores moved out of the downtown area or went out of business. This trend will continue to alter the complexion of the downtown area.

Second, Faneuil Hall Marketplace, the foundation of the retail revival in Boston, has increasingly catered to tourists, suburban visitors, business visitors and young professional workers. That trend is consistent with the changing retail market in the downtown area.

Gourmet food and souvenir shops are not the types of retail activity that attract most nearby residents. Yet, the central area of Boston had more residents in 1985 than it had five years earlier. This raises a question: will rising rents and growth in daytime population result in a downtown retail trade sector that does not adequately serve downtown residents? Downtown Boston appeared to have, in 1985, a sufficiently diverse retail sector that could meet most of the residents' and visitors' consumer demands. More information on rents, current occupants of retail space and resident shopping patterns would shed light on this question.

III. FINDINGS FROM THE CENSUS OF RETAIL TRADE, 1967-1982

The following sections describe data from the U.S. Department of Commerce, Bureau of the Census, Census of Retail Trade. Every five years, the Bureau of the Census conducts a survey of all large and medium-size retail firms in states and major retail centers and estimates data for the smaller firms.

The Census Bureau's reports cover the years 1967, 1972, 1977 and 1982 for three local geographic areas: the City of Boston, the central business district of Boston and the Boston Standard Metropolitan Statistical Area. The Bureau did not survey the Back Bay area of Boston in 1982. For Back Bay data and for findings from surveys prior to 1967, see an earlier report from the BRA Research Department: "Retail Trade in Boston: Yesterday, Today and Tomorrow," May 1981.

The retail business types in the tables in this report are those of the Census Bureau. In addition, references to "comparison shopping goods," "specialty goods" and "convenience goods" appear in the text. Comparison shopping goods include furniture and home furnishings, appliances, radios and televisions, apparel and accessories and general merchandise that could be found in department stores. Specialty goods include items such as books, flowers and novelties for which shoppers would be less likely to make comparisons from one shopping center to another, or goods such as fine jewelry, musical instruments and other items that would be available in only a few locations in a region. Convenience goods include fast foods, snacks, drugs, newspapers and other items for which shoppers would seek the nearest store. Eating and drinking places, for the most part, would fit into the latter category.

A. CITY OF BOSTON: CHANGE IN RETAIL BUSINESS PATTERNS

In 1982, Boston had a much different set of retail establishments compared to 1967 and a smaller volume of total retail sales. At the same time, Boston's retail businesses held a diminishing share of a growing regional market as retail trade followed a major population shift from Boston to its suburbs.

Total retail sales for the City of Boston declined from \$4.3 billion to \$3.1 billion in constant 1985 dollars between 1967 and 1982, a 28 percent decrease. See Tables 9 and 10. General merchandise, automotive, apparel, furniture and food stores all experienced losses in retail sales and establishments during the period. As shown on Table 11, Boston's retail sales, as a share of total retail sales in the Boston SMSA, fell from 30 percent to 18 percent. The only growth in the city occurred in the eating and drinking, building materials, and miscellaneous retail business types.

The rise of eating and drinking places and the increase in sales of specialty and convenience goods between 1967 and 1982 changed the composition of Boston's retail trade sector. By 1982, eating and drinking and miscellaneous retail's share of total retail sales expanded to 19 percent and 24 percent, respectively, as shown in Figure 1. The two sectors also increased their shares of establishments and employees during the fifteen-year period.

Eating and drinking places and miscellaneous retail grew for the reasons previously mentioned, especially daytime population growth and increases in personal income in the region. See Table 12. The composition of retail sales in the Boston Metropolitan Area changed in a similar fashion, but to a lesser degree. See Figure 1.

TABLE 9. RETAIL SALES, CITY OF BOSTON, 1967-1982,
IN MILLIONS OF CONSTANT 1985 DOLLARS

Type of Business	1967	1972	1977	1982
Building Materials	69.7	79.9	57.4	88.5
General Merchandise	907.0	695.2	443.6	338.3
Food Stores	779.6	741.1	640.9	571.4
Automotive	641.5	558.5	415.7	375.9
Apparel	386.5	353.4	285.8	257.3
Furniture	191.4	184.1	111.0	123.7
Eating & Drinking	576.3	577.2	564.4	603.0
Miscellaneous Retail	728.8	800.1	649.6	746.9
Total Retail Trade	4,280.8	3,989.6	3,168.5	3,104.9

Source: Bureau of the Census,
Census of Retail Trade, 1967-1982.

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TABLE 10. CHANGE IN RETAIL SALES, CITY OF BOSTON,
1967-1982

Type of Business	1967-72	1972-77	1977-82	1967-82
Building Materials	14.5	-28.1	54.0	26.9
General Merchandise	-23.3	-36.2	-23.7	-62.7
Food Stores	-4.9	-13.5	-10.8	-26.7
Automotive	-12.9	-25.6	-9.6	-41.4
Apparel	-8.6	-19.1	-10.0	-33.4
Furniture	-3.8	-39.7	11.4	-35.4
Eating & Drinking	0.2	-2.2	6.8	4.6
Miscellaneous Retail	9.8	-18.8	15.0	2.5
Total Retail Trade	-6.8	-20.6	-2.0	-27.5

Source: See Table 9.

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TABLE 11. CITY OF BOSTON RETAIL SALES AS A SHARE OF
SALES IN THE BOSTON SMSA, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	0.5	0.5	0.4	0.5
General Merchandise	6.3	4.1	2.8	2.0
Food Stores	5.4	4.4	4.0	3.4
Automotive	4.4	3.3	2.6	2.2
Apparel	2.7	2.1	1.8	1.5
Furniture	1.3	1.1	0.7	0.7
Eating & Drinking	4.0	3.4	3.5	3.6
Miscellaneous Retail	5.0	4.8	4.1	4.4
Total Retail Trade	29.6	23.8	19.8	18.4

Source: Bureau of the Census,
Census of Retail Trade, 1967-1982.

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TABLE 12. PERSONAL AND PER CAPITA INCOME
IN THE BOSTON REGION AND SUFFOLK COUNTY, 1967-1982

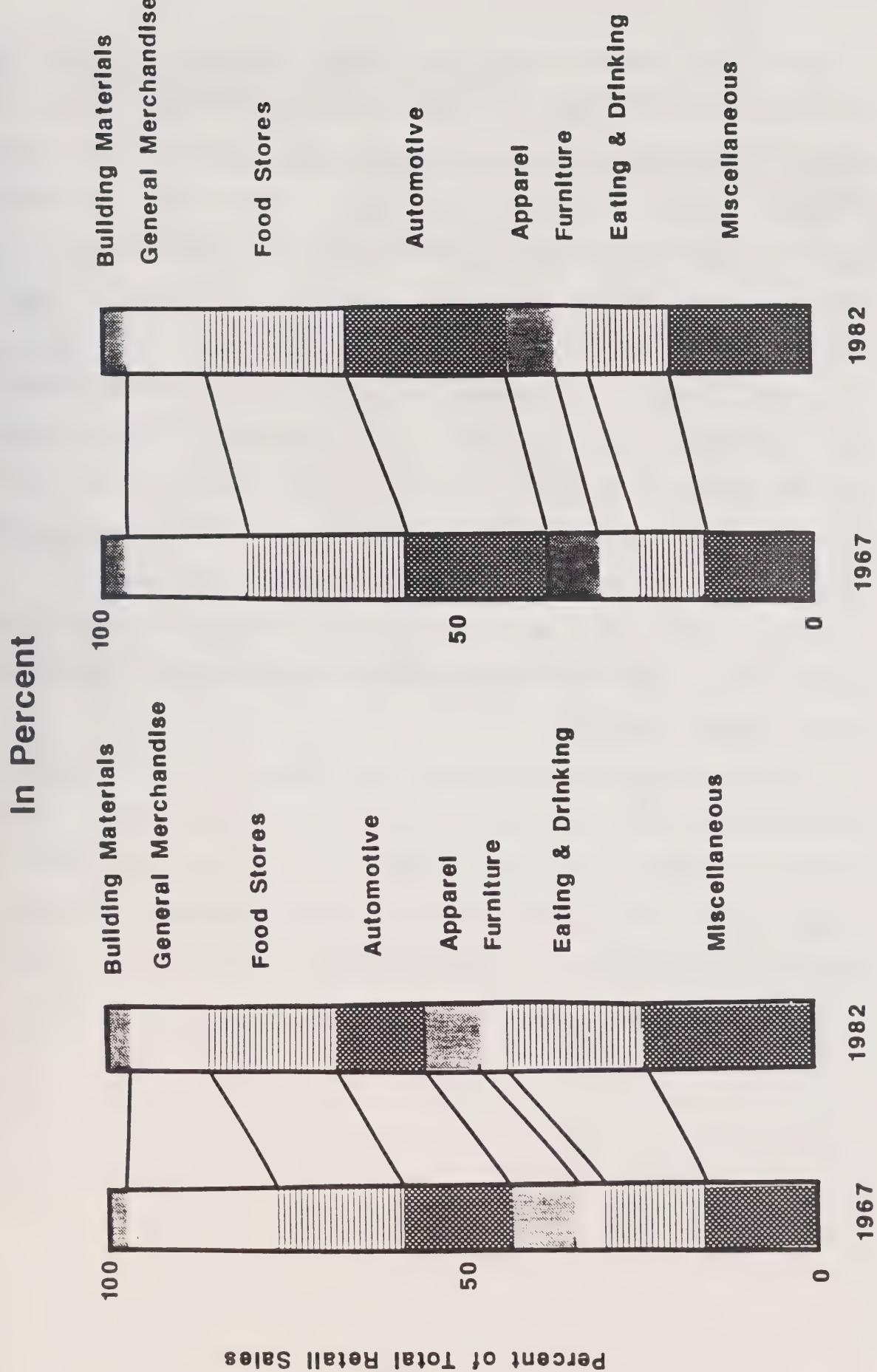
	1967	1982	Change Number	1967-82 Percent
	-----	-----	-----	-----
BOSTON (NECMA) *				
Total Personal Income (millions)				
In Current Dollars	13,275	48,285	35,009	264
In Constant 1985 Dollars	42,083	55,045	12,962	31
SUFFOLK COUNTY				
Per Capita Personal Income				
In Current Dollars	3,351	10,771	7,420	221
In Constant 1985 Dollars	10,623	12,279	1,656	16

* NECMA is the New England County Metropolitan Area,
including Boston, Lawrence, Salem, Lowell and Brockton, MA.

Source: Bureau of Economic Analysis, Regional Economic
Information System, 1986.

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**Figure 1. Composition of Retail Sales by Type of Business,
City of Boston and Boston Metropolitan Area, 1967 and 1982**



Source: Bureau of the Census, Census of Retail Trade, 1967 and 1982.

Boston Metro Area
City of Boston

Also, retail consumption patterns in Boston changed as more women entered the work-force and as single-person and two-worker households became more prevalent in the Boston area. In particular, meals eaten away from home and purchases of prepared foods rose in popularity. These changes supported sales in eating and drinking places and miscellaneous retail establishments, especially those that were located near workplaces, tourists attractions or growing residential areas.

Losses in retail establishments and sales in Boston occurred primarily due to population changes. The city's population peaked in 1950 at 801,000, then fell to 697,000 in 1960, 641,000 in 1970, and 563,000 in 1980. In contrast, the populations of most suburban towns grew 1950 and 1980. For example, Bedford and North Andover more than doubled their number of residents; Needham, Woburn and Lexington grew by 70 percent or more; inner suburbs such as Saugus and Dedham added about 40 percent more residents in the 30-year period. See Table 13.

Retail trade followed population to the suburbs. Growth in regional shopping malls in the 1960's and 1970's drained sales from Boston. As shown on Tables 14 and 15, retail establishments in the city fell from 4,600 in 1967 to 3,200 in 1982 due to moves, closings and consolidations in all retail business types. Similarly, the number of retail employees dropped from 71,600 to 55,200 or 23 percent over the 15-year period. See Tables 16 and 17.

TABLE 13. POPULATION IN THE CITY OF BOSTON,
THE BOSTON METRO AREA AND SELECTED SUBURBS,
1950-1980

	Number of Persons			Percent Change 1950-1980
	1950	1970	1980	
	---	---	---	
City of Boston	801,444	641,071	562,994	-30
Boston SMSA	2,370,000	2,574,000	2,763,000	17
Selected Suburban Cities and Towns:				
Bedford	5,234	13,513	13,067	150
Burlington	3,250	21,980	23,486	623
Dedham	18,487	26,955	25,298	37
Lexington	17,335	31,890	29,479	70
Natick	19,838	31,095	29,469	49
Needham	16,313	29,676	27,901	71
North Andover	8,485	16,247	20,129	137
Reading	14,006	22,539	22,678	62
Saugus	17,162	25,123	24,746	44

Source: Bureau of the Census, Census of Population.

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TABLE 14. NUMBER OF RETAIL ESTABLISHMENTS, CITY OF BOSTON,
1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	193	164	111	99
General Merchandise	119	107	40	38
Food Stores	704	491	400	336
Automotive	412	344	313	231
Apparel	420	360	329	299
Furniture	245	208	212	172
Eating & Drinking	1,327	1,140	1,140	1,113
Miscellaneous Retail	1,208	998	935	955
Total Retail Trade	4,628	3,821	3,480	3,243

Source: Bureau of the Census, Census of Retail Trade.

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TABLE 15. CHANGE IN RETAIL ESTABLISHMENTS,
CITY OF BOSTON, 1967-1982

Type of Business	1967-72	1972-77	1977-82	1967-82
Building Materials	-15.0	-32.3	-10.8	-48.7
General Merchandise	-10.1	-62.6	-5.0	-68.1
Food Stores	-30.3	-18.5	-16.0	-52.3
Automotive	-16.5	-9.0	-26.2	-43.9
Apparel	-14.3	-8.6	-9.1	-28.8
Furniture	-15.1	1.9	-18.9	-29.8
Eating & Drinking	-14.1	0.0	-2.4	-16.1
Miscellaneous Retail	-17.4	-6.3	2.1	-20.9
Total Retail Trade	-17.4	-8.9	-6.8	-29.9

Source: See Table 14.

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TABLE 16. RETAIL EMPLOYEES, CITY OF BOSTON, 1967-1982

Type of Business	1967	1972	1977	1982
	----	----	----	----
Building Materials	1,529	1,479	907	830
General Merchandise	16,550	13,545	9,279	7,546
Food Stores	13,655	14,940	7,804	7,423
Automotive	3,865	3,544	3,424	2,259
Apparel	6,794	6,397	5,235	5,113
Furniture	2,810	2,933	1,764	1,374
Eating & Drinking	17,807	15,025	18,073	22,271
Miscellaneous Retail	8,606	8,613	7,287	8,383
Total Retail Trade	71,616	66,476	53,773	55,198

Source: Bureau of the Census, Census of Retail Trade.

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TABLE 17. CHANGE IN RETAIL EMPLOYEES, CITY OF BOSTON, 1967-1982

Type of Business	1967-72	1972-77	1977-82	1967-82
	-----	-----	-----	-----
Building Materials	-3.3	-38.7	-8.5	-45.7
General Merchandise	-18.2	-31.5	-18.7	-54.4
Food Stores	9.4	-47.8	-4.9	-45.6
Automotive	-8.3	-3.4	-34.0	-41.6
Apparel	-5.8	-18.2	-2.3	-24.7
Furniture	4.4	-39.9	-22.1	-51.1
Eating & Drinking	-15.6	20.3	23.2	25.1
Miscellaneous Retail	0.1	-15.4	15.0	-2.6
Total Retail Trade	-7.2	-19.1	2.7	-22.9

Source: See Table 16.

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Much of Boston's retail decline occurred outside of the central business district, especially in the retail districts of predominantly residential neighborhoods. For example, approximately 145 businesses operated in Roslindale Village (Square) in 1962. See Table 18. By 1986, the number had declined to 108, a 26 percent decrease. While the number of vacant storefronts there did not change noticeably over the 24-year period, the number of establishments diminished as retailers expanded store sizes by consolidating storefronts.

None of the business districts in neighborhoods outside of the downtown and Back Bay areas flourished during 1967-1982. Stagnation or loss of businesses and sales were common experiences, largely due to shifts in population and consumer preferences that favored shopping centers in the suburbs.

B. CENTRAL BUSINESS DISTRICT: BOSTON'S PRIMARY RETAIL CENTER

The central business district (CBD) of Boston includes Downtown Crossing and Faneuil Hall Marketplace, two of the primary retail areas in the city. See Figure 2. The CBD's share of total retail sales in Boston diminished from 30 percent in 1967 to 23 percent in 1982 as losses were particularly heavy in apparel and furniture businesses in the downtown area. See Table 19. As shown in Table 20, from 1967 to 1982, total retail sales in the central business district fell 44 percent, from \$1.3 billion to \$0.7 billion, in constant 1985 dollars. Sales in general merchandise were off by 64 percent and apparel and furniture were both down by 55 percent. The only retail business types to register gains in sales were eating and drinking places and miscellaneous retail, rising by 5 and 7 percent, over the 15-year period, respectively.

TABLE 18. BUSINESS SUMMARY BY STREET,
ROSLINDALE VILLAGE (SQUARE),
1962, 1978, 1986 *

Street	Number of Businesses			Percent Change 1962-1986
	1962	1978	1986	
Corinth	38	31	27	-29
Poplar	20	14	12	-40
South	26	22	18	-31
Washington	61	59	51	-16
TOTAL	145	126	108	-26

1/NOTE: The borders of the square were established as follows: Corinth from Belgrade to Washington, Poplar from South to Washington, South from Washington to Belgrade, and Washington from Firth to 6290 Washington.

*NOTE: 1986 data were gathered in a field survey of businesses in the Square, June 1986.

Source: Polk Directory, 1962, 1978.

Figure 2 . Central Business District , City of Boston



TABLE 19. CENTRAL BUSINESS DISTRICT SHARE OF RETAIL SALES
IN BOSTON, BY TYPE OF BUSINESS, 1967-1982

	----- (in percent) -----			
	1967	1972	1977	1982
Building Materials	11.9	19.5	6.3	NA
General Merchandise	75.8	76.8	75.5	72.4
Food Stores	5.4	6.5	6.9	5.7
Automotive	1.0	NA	1.8	NA
Apparel	43.2	32.1	31.4	29.0
Furniture	30.4	17.3	20.0	21.0
Eating & Drinking	25.3	23.8	25.8	25.4
Miscellaneous Retail	21.5	NA	23.8	22.4
Total Retail Trade	29.7	26.6	25.3	23.1

Source: Bureau of the Census, Census of Retail Trade,
Major Retail Centers, 1967-1982.

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TABLE 20. RETAIL SALES, CENTRAL BUSINESS DISTRICT, 1967-1982,
IN THOUSANDS OF CONSTANT 1985 DOLLARS

Type of Business	1967	1972	1977	1982
Building Materials	8,269	15,575	3,601	NA
General Merchandise	687,636	533,906	334,684	244,842
Food Stores	41,729	48,056	44,107	32,511
Automotive	6,185	NA	7,347	NA
Apparel	167,149	113,595	89,696	74,555
Furniture	58,265	31,851	22,175	26,008
Eating & Drinking	146,049	137,536	145,563	153,162
Miscellaneous Retail	156,649	NA	154,491	167,653
Total Retail Trade	1,271,930	1,061,648	801,663	716,664

Source: Bureau of the Census, Census of Retail Trade,
Major Retail Centers, 1967-1982.

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TABLE 21. COMPOSITION OF RETAIL SALES,
CENTRAL BUSINESS DISTRICT, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	0.7	1.5	0.4	NA
General Merchandise	54.1	50.3	41.7	34.2
Food Stores	3.3	4.5	5.5	4.5
Automotive	0.5	NA	0.9	NA
Apparel	13.1	10.7	11.2	10.4
Furniture	4.6	3.0	2.8	3.6
Eating & Drinking	11.5	13.0	18.2	21.4
Miscellaneous Retail	12.3	NA	19.3	23.4
Total Retail Trade *	100.0	82.9	100.0	97.5

* Percentages may not add to 100 percent due to rounding and undisclosed information (NA).

Source: See Table 20.

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TABLE 22. SUMMARY OF CENTRAL BUSINESS DISTRICT RETAIL SALES BY CATEGORY, SELECTED YEARS, 1948-1982, IN THOUSANDS OF CONSTANT 1985 DOLLARS

	Comparison			
Retail ***	Total Shopping Goods	Convenience Goods	Specialty Goods	
<hr/>				
1948	1,953,186	1,303,794	343,291	306,101
1954	1,722,578	1,131,065	290,780	300,733
1958	1,500,382	964,447	278,656	257,279
1963 *	1,381,400	885,729	271,205	224,466
1967	1,272,259	855,006	219,118	198,135
1972	1,061,922	474,669	224,435	-
1977	801,871	424,490	221,556	155,825
1982 **	716,664	319,397	213,883	165,450

* Retail trade total reflects code revisions in SIC-58 (Eating and Drinking) and SIC-91 (Drugs)

** Data for automotive and building materials sectors were not disclosed, but are included in the total.

*** Totals may not equal totals in Table 20 due to rounding.

Source: Bureau of the Census, Census of Retail Trade.

Adjusted for inflation by the Boston Consumer Price Index for All Urban Consumers, Bureau of Labor Statistics.

RELATIONSHIP BETWEEN GOODS AND BUSNIESS TYPES:

COMPARISON	SHOPPING GOODS	CONVENIENCE GOODS	SPECIALTY GOODS
General Merchandise		Food Stores	Building Materials
Department Stores		Eating and Drinking	Automotive
Variety Stores		Drug Stores	Furniture
Apparel		Liquor Stores	Miscellaneous
			Sporting Goods
			Jewelry
			Florists

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TABLE 23. COMPOSITION OF RETAIL SALES BY
BY MERCHANDISE CATEGORY,
CENTRAL BUSINESS DISTRICT,
SELECTED YEARS, 1948-1982

----- (in percent) -----

--- type of merchandise ---

YEAR	Comparison Shopping	Convenience	Specialty
1948	66.8	17.6	15.7
1954	65.7	16.9	17.5
1958	64.3	18.6	17.1
1963	64.1	19.6	16.2
1967	67.2	17.2	15.6
1972	44.7	21.1	-
1977	52.9	27.6	19.4
1982	44.6	29.8	23.1

Source: See Table 22.

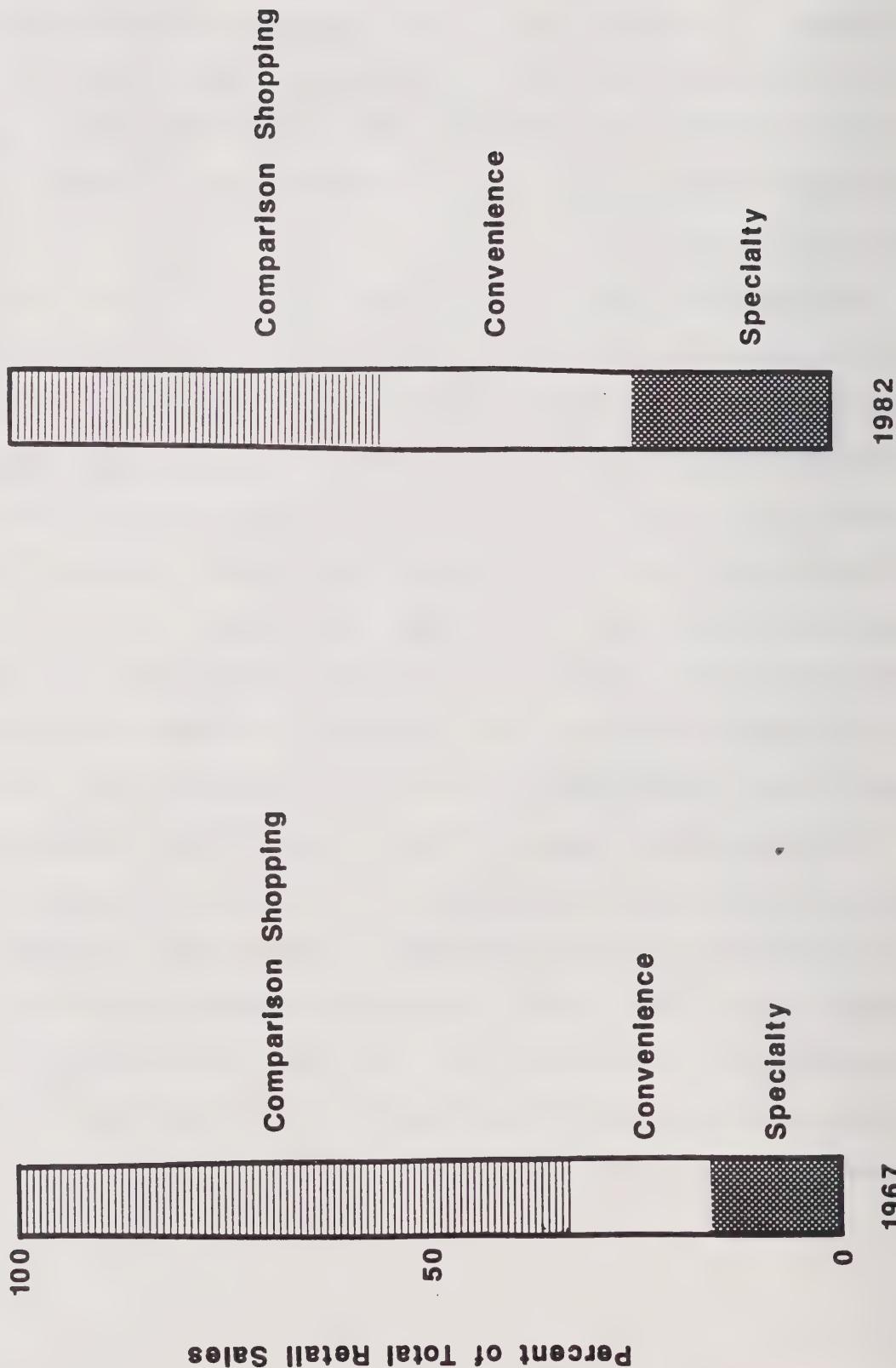
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These changes in sales altered the composition of the central business district. In 1967, eating and drinking places and miscellaneous retail accounted for 11 and 12 percent of total retail sales in the CBD, respectively. As shown on Table 21, by 1982, those two business types made up 23 and 21 percent of total sales, respectively. Over the same period, general merchandise slipped from 54 percent of total sales in the CBD to 34 percent. Apparel and furniture stores, combined, decreased from 18 percent to 14 percent of all sales.

From the perspective of types of goods sold in the central business district, convenience and specialty goods rose in relative importance above comparison shopping goods as sales in the latter category fell sharply. As displayed on Figure 4, specialty and convenience goods accounted for more than 50 percent of the CBD's total retail sales in 1982. Specialty goods, which are sold primarily in the miscellaneous retail stores, increased their share from 16 to 23 percent from 1967 to 1982. See Tables 22 and 23. Convenience goods advanced from 17 percent of total sales to 30 percent. Over the same period, comparison shopping goods, sold chiefly in general merchandise and apparel stores, dropped from 67 percent to 45 percent of sales in the CBD.

As sales patterns changed in favor of specialty and convenience goods and regional shopping malls captured more of the comparison shopping goods market, the central business district lost some of its locational advantage. A consumer need not make a trip to the CBD for convenience goods due to their wide availability in the Boston area. Yet, some specialty goods stores in the CBD have unique features and some comparison goods stores have special characteristics that draw shoppers from outside of the downtown area.

**Figure 4. Composition of Retail Sales by Type of Goods,
Boston's Central Business District, 1967 and 1982**
In Percent



Source: Bureau of the Census, Census of Retail Trade, 1967 and 1982.

However, the regional dispersion of retail stores, especially those with comparison shopping goods, means that the central business district cannot recapture its former retail market share. Fortunately, recent increases in daytime and evening populations in the downtown area, noted in the previous section, have stabilized the downtown's retail base and assured growth in sales and employment through the rest of the 1980's.

C. BOSTON METROPOLITAN AREA: THE REGIONAL CONTEXT

The suburbs of Boston fared better than the city itself in retail trade between 1967 and 1982. Modest growth in sales in the Boston Standard Metropolitan Area coincided with development of numerous suburban shopping centers. Consistent with trends in the city, eating and drinking places and miscellaneous retail fared better than other retail business types. Gains in personal income, a major population shift out of the city and changes in household characteristics that favored consumption of specialty and convenience goods supported this changing retail pattern in the Metro Area.

Retail sales in the Boston metropolitan area grew by 16 percent, in constant dollars, from 1967 to 1982. See Table 24. As noted earlier, sales in the city fell by 28 percent. Changes in sales in the Boston metropolitan area by type of business followed a pattern similar to that in the city. Increases in sales in eating and drinking, miscellaneous retail, and building materials were 43, 53, and 36 percent, respectively. Losses in sales occurred in general merchandise, food stores, and furniture.

TABLE 25. COMPOSITION OF RETAIL SALES,
BOSTON SMSA, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	3.2	3.6	3.7	3.8
General Merchandise	16.7	15.0	14.2	11.3
Food Stores	22.6	22.0	22.4	18.9
Automotive	20.9	21.2	21.6	23.5
Apparel	7.0	6.8	6.6	7.1
Furniture	5.4	5.7	4.2	4.5
Eating & Drinking	9.4	9.9	10.9	11.5
Miscellaneous Retail	14.8	15.8	16.4	19.4
Total Retail Trade	100.0	100.0	100.0	100.0

* May not equal 100 percent due to rounding.

Source: See Table 24 and A-11.

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TABLE 26. COMPOSITION OF RETAIL SALES,
CITY OF BOSTON, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	1.6	2.0	1.8	2.8
General Merchandise	21.2	17.4	14.0	10.9
Food Stores	18.2	18.6	20.2	18.4
Automotive	15.0	14.0	13.1	12.1
Apparel	9.0	8.9	9.0	8.3
Furniture	4.5	4.6	3.5	4.0
Eating & Drinking	13.5	14.5	17.8	19.4
Miscellaneous Retail	17.0	20.1	20.5	24.1
Total Retail Trade *	100.0	100.0	100.0	100.0

* May not equal 100 percent due to rounding.

Source: Bureau of the Census, Census of Retail Trade.

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TABLE 27. CHANGE IN RETAIL EMPLOYEES, BOSTON SMSA,
1967-1982

Type of Business	1967-72	1972-77	1977-82	1967-82
Building Materials	7.0	-21.3	16.3	-2.1
General Merchandise	0.3	-10.1	-3.3	-12.8
Food Stores	13.2	-6.6	0.8	6.5
Automotive	17.8	1.8	-14.1	3.0
Apparel	20.6	8.7	22.8	61.0
Furniture	31.7	-18.8	8.1	15.6
Eating & Drinking	18.9	19.1	19.8	69.5
Miscellaneous Retail	37.3	-17.9	27.3	43.5
Total Retail Trade	16.5	-1.8	10.1	25.9

Source: See Tables 24 and A-12 in Appendix.

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TABLE 28. CHANGE IN RETAIL ESTABLISHMENTS, BOSTON SMSA
1967-1982

Type of Business	1967-72	1972-77	1977-82	1967-82
Building Materials	-3.3	-19.0	3.5	-19.0
General Merchandise	3.7	-40.4	-7.0	-42.5
Food Stores	-16.1	3.6	-5.2	-17.6
Automotive	3.5	1.1	-16.0	-12.1
Apparel	7.9	8.5	4.8	22.7
Furniture	2.8	18.3	-1.1	20.2
Eating & Drinking	-1.6	11.3	-5.8	3.2
Miscellaneous Retail	-0.5	2.4	5.4	7.3
Total Retail Trade	-2.3	3.3	-2.9	-2.1

Source: See Tables 24 and A-13 in Appendix.

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APPENDIX

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TABLE A-1. NUMBER OF RETAIL TRADE ESTABLISHMENTS
BY TYPE OF BUSINESS, CITY OF BOSTON, 1982-1985

Type of Business	1982	1985	Change Number	1982-85 Percent
	-----	-----	-----	-----
Building Materials	99	95	(4)	(4)
General Merchandise	38	35	(3)	(8)
Food Stores	336	348	12	4
Automotive	231	205	(26)	(11)
Apparel	299	314	15	5
Furniture	172	181	9	5
Eating & Drinking	1,113	1,162	49	4
Miscellaneous Retail	955	934	(21)	(2)
Total Retail Trade	3,243	3,274	31	1

Source: Massachusetts Division of Employment Security,
ES-202 Employment Series.

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TABLE A-2. CHANGE IN RETAIL SALES PER EMPLOYEE, CITY OF BOSTON, CONSTANT 1985 DOLLARS, 1967-1982

Type of Business	1967-72	1972-77	1977-82	(in percent) 1967-82
	-----	-----	-----	-----
Building Materials	18.4	17.3	68.3	133.7
General Merchandise	-6.3	-6.9	-6.2	-18.2
Food Stores	-13.1	65.8	3.0	48.3
Automotive	-5.0	-23.0	37.0	0.2
Apparel	-2.9	-1.2	-7.8	-11.5
Furniture	-7.8	0.2	43.1	32.2
Eating & Drinking	18.7	-18.7	-13.3	-16.3
Miscellaneous Retail	9.7	-4.0	-0.1	5.2
Total Retail Trade	0.4	-2.9	-3.5	-5.9

Source: See Table 3.

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TABLE A-3. NUMBER OF EMPLOYEES, CENTRAL BUSINESS DISTRICT,
1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	80	129	40	NA
General Merchandise	10,988	9,085	6,679	2,897
Food Stores	574	617	458	686
Automotive	NA	NA	36	NA
Apparel	2,500	1,516	1,370	957
Furniture	568	309	231	295
Eating & Drinking	4,124	3,616	4,156	5,457
Miscellaneous Retail	1,433	NA	1,631	1,968
Total Retail Trade	20,320	17,080	14,601	12,362

Source: Bureau of the Census, Census of Retail Trade.

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TABLE A-4. CHANGE IN RETAIL EMPLOYEES, CENTRAL BUSINESS DISTRICT, 1967-1982

Type of Business	1967-72	1972-77	1977-82	(in percent)	1967-1982
Building Materials	61.3	-69.0	NA	NA	NA
General Merchandise	-17.3	-26.5	-56.6	-73.6	
Food Stores	7.5	-25.8	49.8	19.5	
Automotive	NA	NA	NA	NA	
Apparel	-39.4	-9.6	-30.1	-61.7	
Furniture	-45.6	-25.2	27.7	-48.1	
Eating & Drinking	-12.3	14.9	31.3	32.3	
Miscellaneous Retail	NA	NA	NA	37.3	
Total Retail Trade	-15.9	-14.5	-15.3	-39.2	

Source: See Table A-3.

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TABLE A-5. NUMBER OF RETAIL ESTABLISHMENTS,
CENTRAL BUSINESS DISTRICT, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	10	14	7	7
General Merchandise	35	34	18	9
Food Stores	85	104	76	64
Automotive	16	26	18	3
Apparel	188	144	127	120
Furniture	55	47	33	29
Eating & Drinking	336	323	309	247
Miscellaneous Retail	339	325	350	272
Total Retail Trade	1,064	1,017	938	751

Source: Bureau of the Census, Census of Retail Trade.

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TABLE A-6. CHANGE IN RETAIL ESTABLISHMENTS,
CENTRAL BUSINESS DISTRICT, 1967-1982

Type of Business	(in percent)			
	1967-72	1972-77	1977-82	1967-1982
Building Materials	40.0	-50.0	0.0	-30.0
General Merchandise	-2.9	-47.1	-50.0	-74.3
Food Stores	22.4	-26.9	-15.8	-24.7
Automotive	62.5	-30.8	-83.3	-81.3
Apparel	-23.4	-11.8	-5.5	-36.2
Furniture	-14.5	-29.8	-12.1	-47.3
Eating & Drinking	-3.9	-4.3	-20.1	-26.5
Miscellaneous Retail	-4.1	7.7	-22.3	-19.8
Total Retail Trade	-4.4	-7.8	-19.9	-29.4

Source: See Table A-5.

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TABLE A-7. COMPOSITION OF EMPLOYMENT,
CENTRAL BUSINESS DISTRICT, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	0.4	0.8	0.3	NA
General Merchandise	54.1	53.2	45.7	23.4
Food Stores	2.8	3.6	3.1	5.5
Automotive	NA	NA	0.2	NA
Apparel	12.3	8.9	9.4	7.7
Furniture	2.8	1.8	1.6	2.4
Eating & Drinking	20.3	21.2	28.5	44.1
Miscellaneous Retail	7.1	NA	11.2	15.9
Total Retail Trade *	99.7	89.4	100.0	99.2

* Percentages may not equal 100 percent due to rounding and undisclosed information.

Source: See Table A-3.

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TABLE A-8. COMPOSITION OF THE RETAIL TRADE SECTOR BY ESTABLISHMENTS, CENTRAL BUSINESS DISTRICT, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	0.9	1.4	0.7	0.9
General Merchandise	3.3	3.3	1.9	1.2
Food Stores	8.0	10.2	8.1	8.5
Automotive	1.5	2.6	1.9	0.4
Apparel	17.7	14.2	13.5	16.0
Furniture	5.2	4.6	3.5	3.9
Eating & Drinking	31.6	31.8	32.9	32.9
Miscellaneous Retail	31.9	32.0	37.3	36.2
Total Retail Trade *	100.0	100.0	100.0	100.0

* Percentages may not equal 100 due to rounding.

Source: See Table A-5.

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TABLE A-9. RETAIL SALES PER EMPLOYEE, IN 1985 CONSTANT DOLLARS,
CENTRAL BUSINESS DISTRICT, 1967-1982

Type of Business	1967	1972	1977	1982 *
Building Materials	59,763	69,806	52,050	-
General Merchandise	36,183	33,979	28,973	-
Food Stores	43,033	45,032	55,681	-
Automotive	NA	NA	118,000	-
Apparel	38,657	43,324	37,855	-
Furniture	69,310	59,599	55,502	-
Eating & Drinking	20,476	21,991	20,251	-
Miscellaneous Retail	63,205	NA	54,766	-
Total Retail Trade	36,191	35,938	31,745	-

* Data not available.

Source: Bureau of the Census, Census of Retail Trade.

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TABLE A-10. CENTRAL BUSINESS DISTRICT'S SHARE OF RETAIL SALES
IN BOSTON AND THE BOSTON SMSA, 1967-1982

PERCENT OF TOTAL RETAIL SALES IN:

Year	City of Boston	Boston SMSA
1967	29.7	8.8
1972	26.6	6.3
1977	25.3	5.0
1982	23.1	4.3

Source: See Table 22.

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TABLE A-11. RETAIL SALES, BOSTON SMSA, 1967-1982
IN THOUSANDS OF CONSTANT 1985 DOLLARS

Type of Business	1967	1972	1977	1982
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Building Materials	467,521	611,407	597,915	634,661
General Merchandise	2,408,821	2,520,401	2,284,824	1,904,297
Food Stores	3,271,802	3,693,282	3,584,052	3,181,910
Automotive	3,021,140	3,552,910	3,456,527	3,951,660
Apparel	1,010,337	1,133,144	1,059,493	1,197,523
Furniture	782,476	961,910	668,828	753,710
Eating & Drinking	1,358,398	1,651,993	1,748,030	1,936,527
Miscellaneous Retail	2,140,688	2,646,071	2,634,810	3,267,608
Total Retail Trade *	14,461,191	16,771,125	16,034,479	16,828,934

* Columns may not add exactly due to rounding.

Source: Bureau of the Census, Census of Retail Trade.

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TABLE A-12. RETAIL EMPLOYEES, BOSTON SMSA, 1967-1982

Type of Business	1967	1972	1977	1982
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Building Materials	7,242	7,749	6,097	7,091
General Merchandise	38,718	38,846	34,937	33,777
Food Stores	38,495	43,572	40,690	41,015
Automotive	17,740	20,895	21,268	18,268
Apparel	13,534	16,326	17,754	21,795
Furniture	7,419	9,774	7,936	8,576
Eating & Drinking	46,211	54,938	65,404	78,326
Miscellaneous Retail	24,804	34,044	27,952	35,593
Total Retail Trade	194,163	226,144	222,038	244,441

Source: Bureau of the Census, Census of Retail Trade.

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TABLE A-13. NUMBER OF RETAIL ESTABLISHMENTS, BOSTON SMSA,
1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	811	784	635	657
General Merchandise	461	478	285	265
Food Stores	2,173	1,823	1,889	1,790
Automotive	2,199	2,276	2,300	1,932
Apparel	1,011	1,091	1,184	1,241
Furniture	796	818	968	957
Eating & Drinking	3,568	3,512	3,908	3,681
Miscellaneous Retail	3,757	3,739	3,827	4,032
TOTAL	14,776	14,521	14,995	14,555

Source: Bureau of the Census, Census of Retail Trade.

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TABLE A-14. RETAIL SALES PER EMPLOYEE, BOSTON SMSA,
IN CONSTANT 1985 DOLLARS, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	64,557	78,902	98,067	89,755
General Merchandise	62,215	64,882	65,398	56,378
Food Stores	84,994	84,764	88,083	77,579
Automotive	170,300	170,036	162,523	216,315
Apparel	74,653	69,407	59,676	54,944
Furniture	105,470	98,415	84,278	87,887
Eating & Drinking	29,395	30,070	26,727	24,724
Miscellaneous Retail	86,305	77,724	94,262	91,834
Total Retail Trade *	74,480	74,161	72,216	69,120

* Columns may not add exactly due to rounding.

Source: Bureau of the Census, Census of Retail Trade.

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TABLE A-15. CHANGE IN RETAIL SALES PER EMPLOYEE, BOSTON SMSA
IN CONSTANT 1985 DOLLARS, 1967-1982

Type of Business	1967-72	1972-77	1977-82	1982
Building Materials	22.2	24.3	-8.5	39.0
General Merchandise	4.3	0.8	-13.8	-9.4
Food Stores	-0.3	3.9	-11.9	-8.7
Automotive	-0.2	-4.4	33.1	27.0
Apparel	-7.0	-14.0	-7.9	-26.4
Furniture	-6.7	-14.4	4.3	-16.7
Eating & Drinking	2.3	-11.1	-7.5	-15.9
Miscellaneous Retail	-9.9	21.3	-2.6	6.4
Total Retail Trade	-0.4	-2.6	-4.3	-7.2

Source: Bureau of the Census, Census of Retail Trade.

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TABLE A-16. COMPOSITION OF RETAIL EMPLOYMENT,
BOSTON SMSA, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	3.7	3.4	2.7	2.9
General Merchandise	19.9	17.2	15.7	13.8
Food Stores	19.8	19.3	18.3	16.8
Automotive	9.1	9.2	9.6	7.5
Apparel	7.0	7.2	8.0	8.9
Furniture	3.8	4.3	3.6	3.5
Eating & Drinking	23.8	24.3	29.5	32.0
Miscellaneous Retail	12.8	15.1	12.6	14.6
Total*	100.0	100.0	100.0	100.0

* May not equal 100 percent due to rounding.

Source: See Table A-12.

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TABLE A-17. COMPOSITION OF RETAIL ESTABLISHMENTS,
BOSTON SMSA, 1967-1982

Type of Business	1967	1972	1977	1982
Building Materials	5.5	5.4	4.2	4.5
General Merchandise	3.1	3.3	1.9	1.8
Food Stores	14.7	12.6	12.6	12.3
Automotive	14.9	15.7	15.3	13.3
Apparel	6.8	7.5	7.9	8.5
Furniture	5.4	5.6	6.5	6.6
Eating & Drinking	24.1	24.2	26.1	25.3
Miscellaneous Retail	25.4	25.7	25.5	27.7
Total Retail Trade	100.0	100.0	100.0	100.0

* May not equal 100 percent due to rounding.

Source: See Table A-13.

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